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THE DIVISION OF EXTENSION — UNIVERSITY OF TORONTO

will conduct a 10 session course

THE SALESMAN'S ROLE IN THE MARKETING FUNCTION



1967-1968

LECTURERS

P. S. Ross & Partners Personnel

R. LOFTUS—Principal
D. M. WOOD—Functional Director
J. M. SCHIEL—Consultant
Dr. J. D. CRAWFORD—Functional Director
A. J. LEMAY—Principal

SCHEDULE OF SESSIONS

1. The Changing Role of the Salesman—Mr. Loftus
2. Economic and Sociological Factors—Mr. Loftus
3. Perception and Communication—Mr. Schiel
4. Motivation—Mr. Schiel
5. Psychology and its Contribution—Dr. Crawford
6. Sales Forecasting and Business Planning—Mr. Lemay
7. The Financial Report—Mr. Wood
8. Assets—Liabilities—Profit and Loss—Mr. Wood
9. Organizing for Maximum Effectiveness—Mr. Currie
10. Review and Case History Examination—Mr. Loftus

Students interested in this course should have previously taken an introductory course in marketing or have equivalent experience.

10 Sessions: Tuesdays — 7:30 p.m.
COMMENCING OCTOBER 10, 1967
Room 403 - Carr Hall — Fee: \$30

COURSE DIRECTOR

RICHARD LOFTUS

Principal

P. S. ROSS AND PARTNERS

Register by mail or in person. Application forms are available upon request to Business and Professional Courses, 84 Queen's Park, Toronto. Telephone: 928-2393 or 928-2394.

THE SALESMAN'S ROLE IN THE MARKETING FUNCTION

With selling conditions changing swiftly, there is a greater need than ever for people well trained to function in the sales side of modern marketing programs. New knowledge in both arts and sciences must be combined to meet the demands of today and the challenge of tomorrow. This course gives an introduction to this new knowledge. It will examine in detail modern business training, motivation, as well as the interpretation and use of modern data processing techniques, market research, and advertising and sales promotion. The role of the salesman on the marketing team will be fully analysed.

THE DIVISION OF EXTENSION — UNIVERSITY OF TORONTO

OFFERED IN CO-OPERATION WITH
THE YOUNG MEN'S ADVERTISING AND SALES CLUB OF TORONTO